



Downtown Evanston Executive Committee Meeting
Thursday, January 12, 2023, 9am
Zoom Meeting

Attendees

Angela Valavanis, *Vice Chair*
Marilyn Faklis-Ruiz, *Secretary*
Alan Moy
Gretchen Brauer
Nathan Kostant

Absent

Mike Smylie, *Chair*
Andrew McDonald, *Treasurer*

Staff

Annie Coakley
Laura Brown

Guest

Paul Zalmezak, City of Evanston

Angela called the meeting to order.

Approval of Meeting Minutes

Approval of meeting minutes from December meeting. Marilyn motioned to approve; Angela seconded; Board approved meeting minutes.

Treasurers Report: Annie Coakley

- Income
 - Paul reported that no collections have come in yet but continuing to check daily
 - 2nd collection for 2022 - \$293,455 - should be received at the end of January
 - Annie submitting invoice for \$50,000 to City for maintenance reimbursement
 - Currently have enough money in account for 4.5 months of expenses
 - Waiting on a few sponsorship/banner payments
- Expenses: Reviewed the 2023 budget
 - Comments
 - Annie proposed shifting some of the funds to events because overbudget by \$15,000 in 2022
 - Angela asked if we should put some additional funds in Placemaking for the mural updates (\$8,000). We currently have \$20K so have enough but other project ideas include the electrical boxes with legacy business theme.

Staff Reports

- Reviewed upcoming events – Hygge Fest – and tentative 2023 event plan

- Hygge Fest
- Thursday Night Market with Live Music
- Art & Wine Walk
- Sidewalk Sale & Chalk Art
- Evanston Plein Air
- Evanston en Blanc (new)
- Holiday Light Celebration
- Discussed shifting focus from Fall Fest when there are already a lot of events/festivals to winter events when there are very few events
 - Solstice Festival with large tent at Fountain Square, programming for 2 weeks
 - Alan brought up backup plan if there is a weather disruption – hotels, vacant storefronts, other indoor areas to consider

Meeting Adjourned

Angela adjourned meeting at 10:18am.